

International Update



UPPER MIDWEST HOSPITALITY AND LODGING (UP) SHOW (FEBRUARY 23 - 25, 2003) MINNEAPOLIS CONVENTION CENTER - MINNEAPOLIS, MN

A Taste of Iowa® will host an 800 square-foot pavilion with seven Iowa companies at this upcoming foodservice show. Show exhibitors in the A Taste of Iowa® pavilion include:

Whitaker Foods - Custom value-added meats from Evansdale

Bee Lor, Inc - All natural pork products from Brunsville

Heartland Fish - Farm-raised rainbow trout from Manning

Log Chain Honey - Honey, crème honey and beeswax products from Allerton

Swiss Valley Farms - Milk and other dairy products from Davenport

Falk's Classic Homemade Ice Cream Company - Ice cream from Council Bluffs

American Family Farms - Whole-some meat products from Elkader

A Taste of Iowa® also collaborated with Food Service News on a feature article about the pavilion and a special listing in the show directory for all the companies in the Iowa pavilion. For more information, contact Jennifer Porter (atasteofiowa@ided.state.ia.us) at 515.242.4871.

Legend:



Manufacturing



Food



Grain



Meat

NILES LEAVES IDED, BLOUIN TAKES THE HELM

Governor Tom Vilsack accepted C.J. Niles' resignation as the director of the Iowa Department of Economic Development on November 27. Niles, who joined the IDED in 1999, has been a strong supporter of economic growth in the state. Beginning mid-month, Mike Blouin will take the reins as director of the agency. Blouin has worked for major economic development organizations in Cedar Rapids and Des Moines. He has also served in the United States Congress and the Iowa Legislature.

Calendar



A TASTE OF IOWA BUSINESS ASSISTANCE FOR SMALL FOOD BUSINESSES AND ENTREPRENEURS SEMINAR - (JANUARY 22, 2003) - STONEY CREEK INN, JOHNSTON

This seminar is perfect for those looking to break into the food business or for those looking to expand their current business! Tentative agenda includes: Arlis Burney, Marketing Manager for the Food Processing Center at University of Nebraska-Lincoln speaking on the center and the services they offer and providing an overview of the "From Recipe to Reality" Seminar. A Taste of Iowa® staff will discuss scholarships available to attend this seminar. Bob Haxton, Program Manager at the Iowa Department of Inspections and Appeals will discuss food safety. Alan Neidermeier from Todd's Ltd. will discuss custom packaging and manufacturing. Donna Lowery, Targeted Small Business Specialist from the Iowa Department of Economic Development will provide an overview of the financial assistance resources available through IDED. Registration Fee is \$25.00 and is limited to 30 attendees. For more information, contact Dionne Makila (atasteofiowa@ided.state.ia.us) at 515.242.4751.



A TASTE OF IOWA® AT THE CAPITOL (WEDNESDAY, FEBRUARY 19, 2003) 1ST FLOOR ROTUNDA, STATE CAPITOL BUILDING - DES MOINES

The A Taste of Iowa® at the Capitol Event features A Taste of Iowa® companies and restaurants sampling A Taste of Iowa® treats for the Iowa Legislature and visitors to the Capitol. Last year over 800 people attended. For more information, contact Dionne Makila (atasteofiowa@ided.state.ia.us) at 515.242.4751.



VIV ASIA 2003 - BANGKOK, THAILAND (MARCH 5 - 7, 2003)

The Asia/Pacific region is home to over 3 billion people and an important region for intensive animal production. Companies in pig and poultry production, feed, veterinary services and meat processing have relied on VIV Asia to showcase their products and technology. Join us in us in the Iowa Pavilion and showcase your products and services at this premier agricultural event for all of Asia. Contact Kathy Hill (k.hill@ided.state.ia.us) at 515.242.4741 for more information.



Department of
Economic Development

IOWA

SMART IDEA™



MEAT TRADE MISSION TO JAPAN (APRIL 5 - 13, 2003)



Japan is the largest export market for Iowa beef and Iowa pork, and is creating new niche opportunities for all Iowa meats. This Iowa meat mission will involve several Iowa meat sectors - beef, pork, turkey and chicken. Individual appointments will be arranged for Iowa processors to meet Japanese importers, processors and retailers. This will mark 15 years of expanded meat trade in Japan since the beef market was liberalized in 1988. IDED is planning to host an Iowa reception to celebrate this success with the Japanese trade. Iowa companies are invited to participate and may qualify for ETAP assistance. Contact Mark Fischer (mark.fischer@ided.state.ia.us) at 515.242.4760.



STATE FOOD PROCUREMENT AND NETWORKING SEMINAR

Planning is under way for a state food procurement and business-networking seminar in mid March 2003. Information about the procurement process and what food products are purchased by state agencies will be presented. For more information, contact Jennifer Porter (jennifer.porter@ided.state.ia.us) at 515.242.4871.



FOOD MARKETING INSTITUTE (FMI) SHOW - CHICAGO, ILLINOIS (MAY 4 - 6, 2003)



Currently, all booth space for the 2003 FMI Show has been sold. However, there sometimes are cancellations. If you would like to be placed on a waiting list, please contact Dennis Leland (dennis.leland@ided.state.ia.us) at 515.242.4763.



BALTICS AND FINLAND TRADE MISSION - LITHUANIA, ESTONIA, LATVIA AND FINLAND (JUNE 3 - 12, 2003)



Designed for an experienced exporter, which has the desire to capture a virtually untouched market, the Baltics mission will allow you to gain access to a region that has incredible market growth potential. Now is the time to establish your contacts and acquire market share in the region. Lithuania, Estonia and Latvia have been tapped as entrants into the EU by 2004. This means increased ease of doing business with the region and increased investment into the region. Finland is an open economy with about 40 percent of its GDP is a result of trade. Its proximity and history also provides many opportunities in trading with Russia and the former Soviet countries. Join your Iowa colleagues for individualized appointments in each market to gain market share in the region. Financial assistance is available while funds last. Contact Kelly Halsted (kelly.halsted@ided.state.ia.us) at 515.242.4713.



GROWTH INDUSTRIES USA 2003 - BRAZIL, ECUADOR AND PANAMA (JUNE 2 - 13, 2003)

The IDED in conjunction with the U.S. Department of Commerce will be sponsoring catalog exhibitions in Porto Alegre and Belo Horizonte, Brazil; Guayaquil, Ecuador and Panama City, Panama. Multi-State Catalog Exhibitions offer an inexpensive yet excellent means of gaining initial market entry information for your products in each specific country and/or marketing region. They serve as an introduction of your international objectives to appropriate importers and distributors, all procured through advertising and direct mail campaigns in each country. IDED will represent your company at each location. Contact Peggy Kerr (p.kerr@ided.state.ia.us) at 515.242.4745 to receive information.



ALIMENTARIA - MEXICO (JUNE 3 - 6, 2003)



Mexico will become the world forum of food and beverages at Alimentaria Mexico 2003. Mexico is Latin America's largest economy and ranks in the top 10 in international trade. Mexico is the USA's second largest trading partner and the US ranks first in food imports to Mexico. And Import tariffs were eliminated starting January 2003. Additionally and perhaps most exciting,

Pedro Alvarez will be attending Alilmentaria. Mr. Alvarez is the Chairman and CEO of Alimport, Cuba's governmental import agency. Mr. Alvarez will be using his visit to Alimentaria to correspond with the US companies who participated in Havana in September and to make new contacts as well. For more information on exhibiting at Alimentaria, contact Dennis Leland (dennis.leland@ided.state.ia.us) at 515.242.4763.



IOWA ELEVATOR GRAIN MERCHANDISER MISSION - MEXICO (JUNE 15 - 22, 2003)

Iowa grain elevators and industry representatives will have one-on-one meetings in Guadalajara and Veracruz, Mexico. For more information, contact Dick Vegors (r.vegors@ided.state.ia.us) at 515.242.4796.